

2011 Military Health System Conference

Quit Tobacco—Make Everyone Proud

www.ucanquit2.org

The Quadruple Aim: Working Together, Achieving Success

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24 January 2011



DoD - TRICARE® Management
Activity and the Veterans
Administration



DEPARTMENT OF DEFENSE
TRICARE MANAGEMENT ACTIVITY

Quit Tobacco—Make Everyone Proud
www.ucanquit2.org



ICF MACRO

an ICF International Company



QUIT TOBACCO.
make everyone proud

www.ucanquit2.org

The Quadruple Aim

■ The MHS Value Model



Readiness

Ensuring that the total military force is medically ready to deploy and that the medical force is ready to deliver health care anytime, anywhere in support of the full range of military operations, including humanitarian missions.

Experience of Care

Providing a care experience that is patient and family centered, compassionate, convenient, equitable, safe and always of the highest quality.

Population Health

Reducing the generators of ill health by encouraging healthy behaviors and decreasing the likelihood of illness through focused prevention and the development of increased resilience.

Per Capita Cost

Creating value by focusing on quality, eliminating waste, and reducing unwarranted variation; considering the total cost of care over time, not just the cost of an individual health care activity.

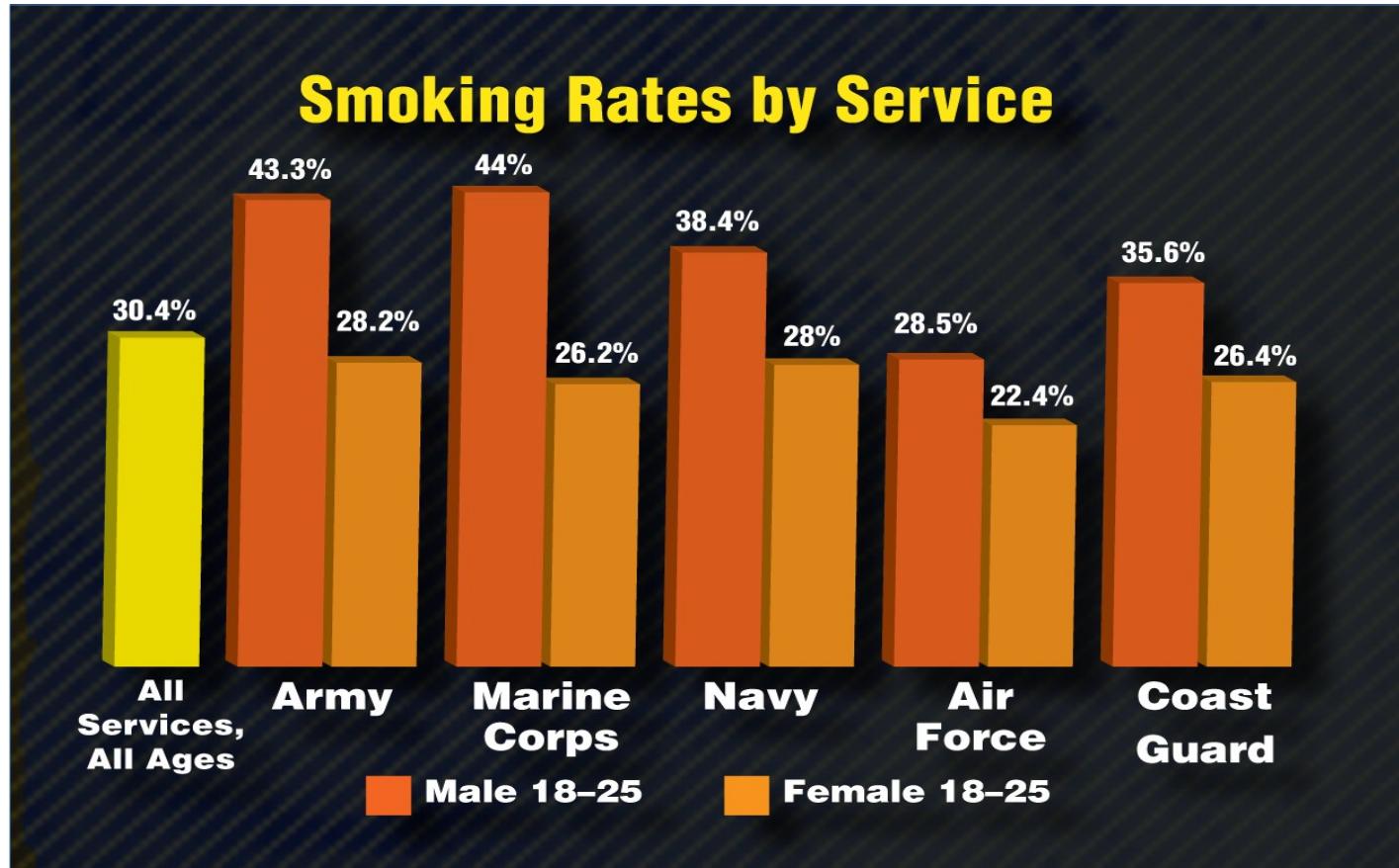


PROBLEM

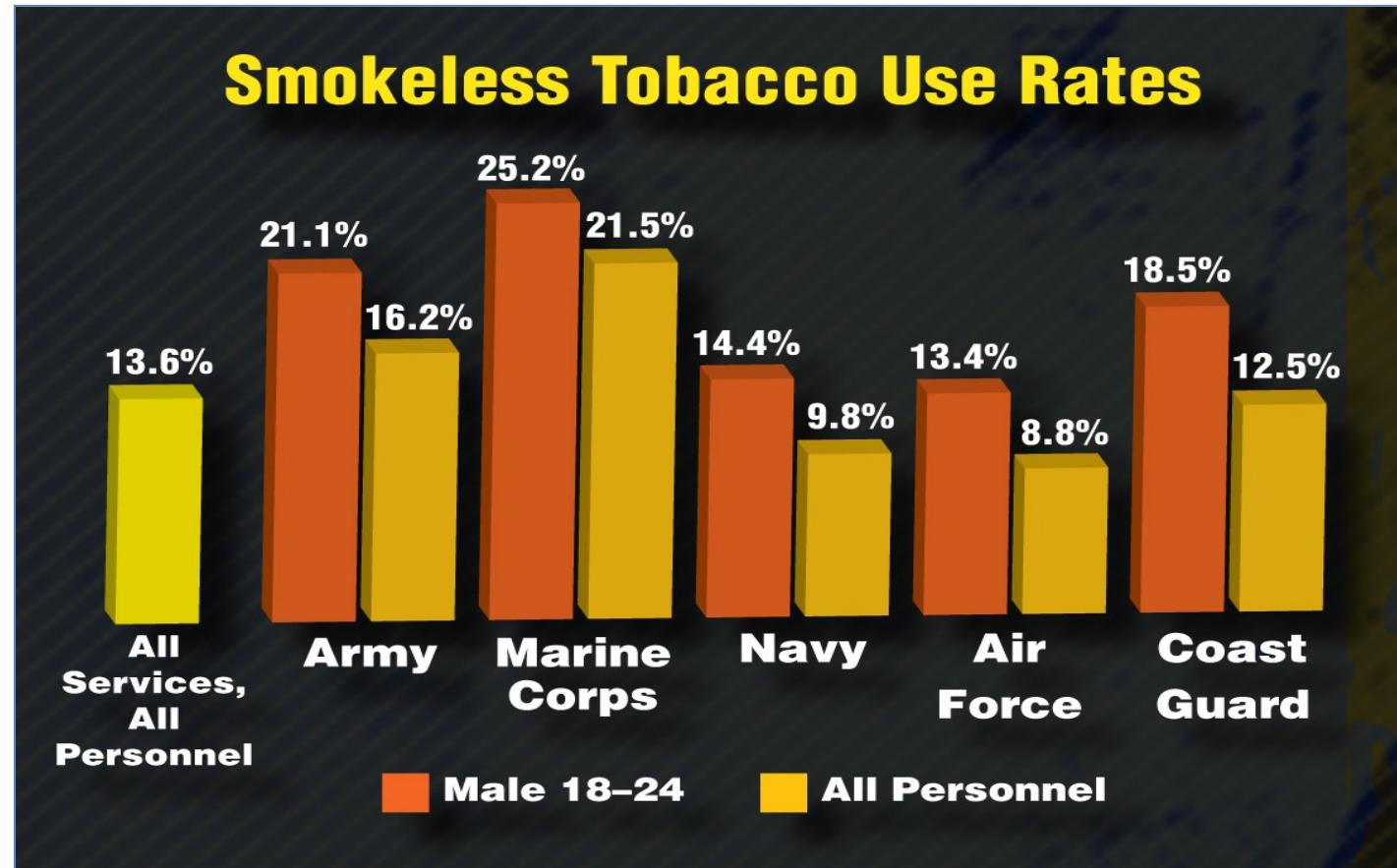
- Junior enlisted active-duty personnel are more likely to use tobacco than older, higher-ranking service members or civilians.

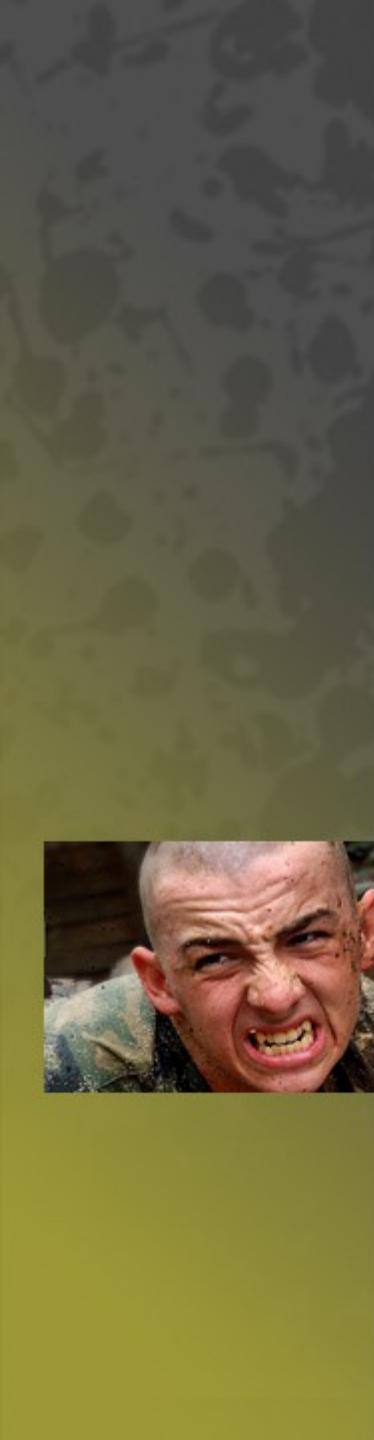


PROBLEM



PROBLEM





TARGET AUDIENCE

Primary

- Active duty, enlisted personnel, E1s-E4s, 18 to 24 years old.

Secondary

- Veterans and retirees.
- Key intermediaries, including health professionals.
- Family members and friends.



CAMPAIGN OBJECTIVES

- Drive those who are ready to quit tobacco to website for support and resources.
- Increase awareness of the negative health and performance effects of tobacco.
- Motivate quitting.



PERFORMANCE MEASURES

Process ► Output ► Outcome
Measures

Increased awareness: Materials developed

► Materials distributed ► Awareness on surveys

Decreased acceptance: Materials developed ► Materials distributed ► Acceptance on surveys

Motivation to quit: Materials developed

► Materials distributed ► Motivation on surveys



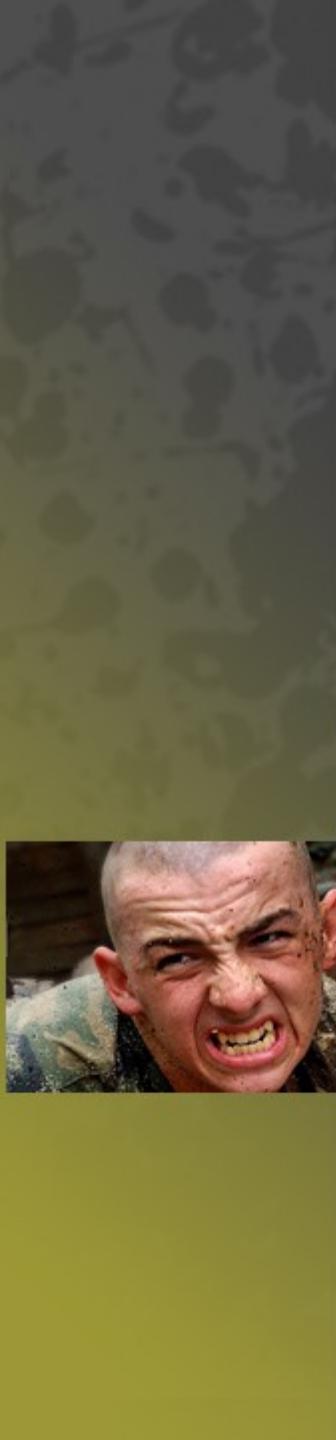
CAMPAIGN STRATEGIES

- **Messages & graphics** to brand campaign:
 - Quit Tobacco—Make Everyone Proud
 - www.ucanquit2.org ☐
- **Web site:**
 - ☐ - Personal support
 - ☐ - Customizable tools
 - ☐ - Cessation strategies & information
 - ☐ - Opportunities to engage



CAMPAIGN STRATEGIES

- **Use of variety of channels** to reach target audience.
- **Partnership development** to expand reach of campaign.



PROMOTIONAL STRATEGIES

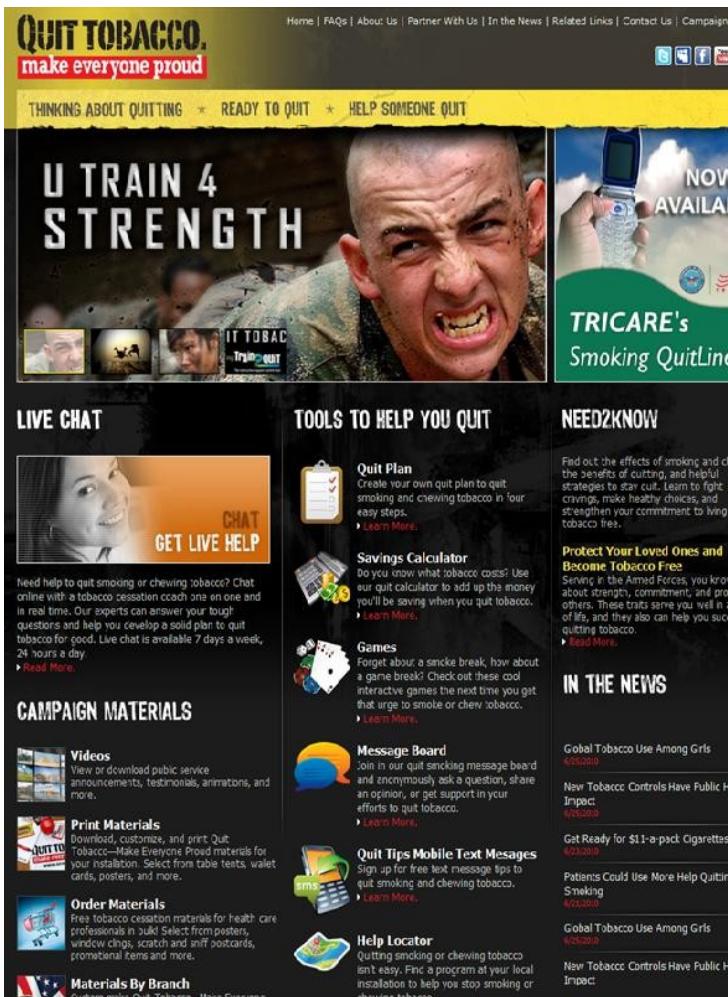
- Web site content development & marketing
- Public relations & advertising
- Partnership outreach & support
- SMS campaign/social networking

Tactics:

Web, Partnerships, PR, Advertising



WEB SITE: www.ucanquit2.org



Tools To Help You Quit

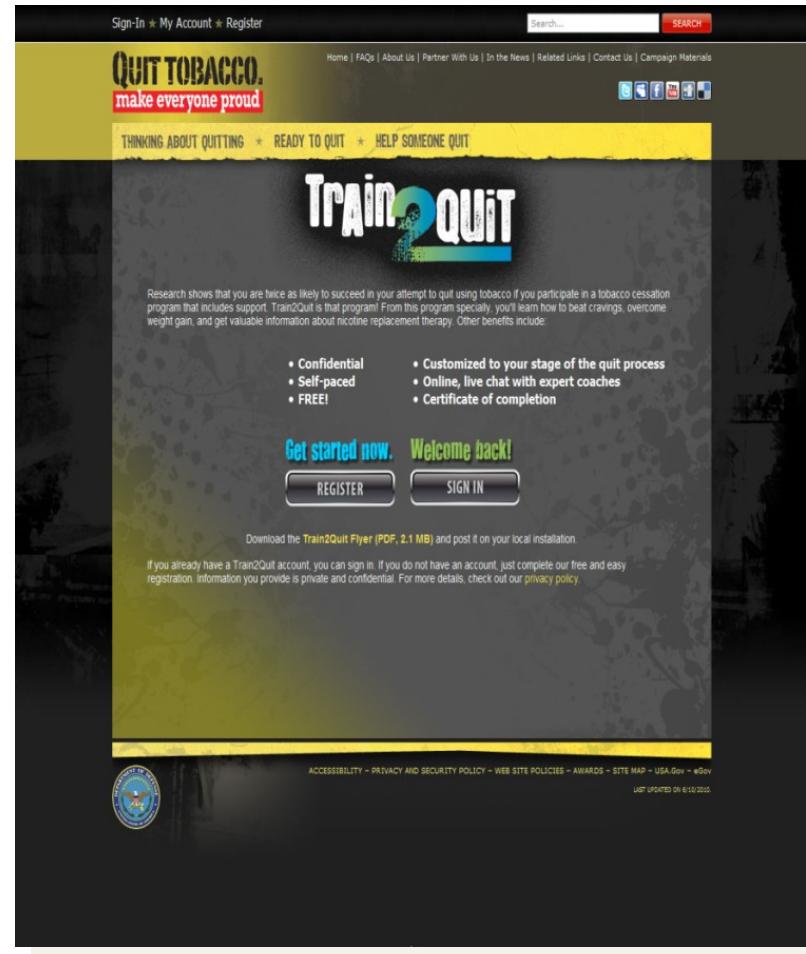
- Train2Quit
- QuitPlan
- Help Locator
- Quit Calendar
- Savings Calculator
- Quit Blog
- Medication Information
- **News and Articles**
- **Campaign Materials**
- **Games**

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TRAIN2QUIT

- Interactive step- by-step process to help users quit tobacco.
- Personalized, self- paced, free.
- Available 24/7/365.

15

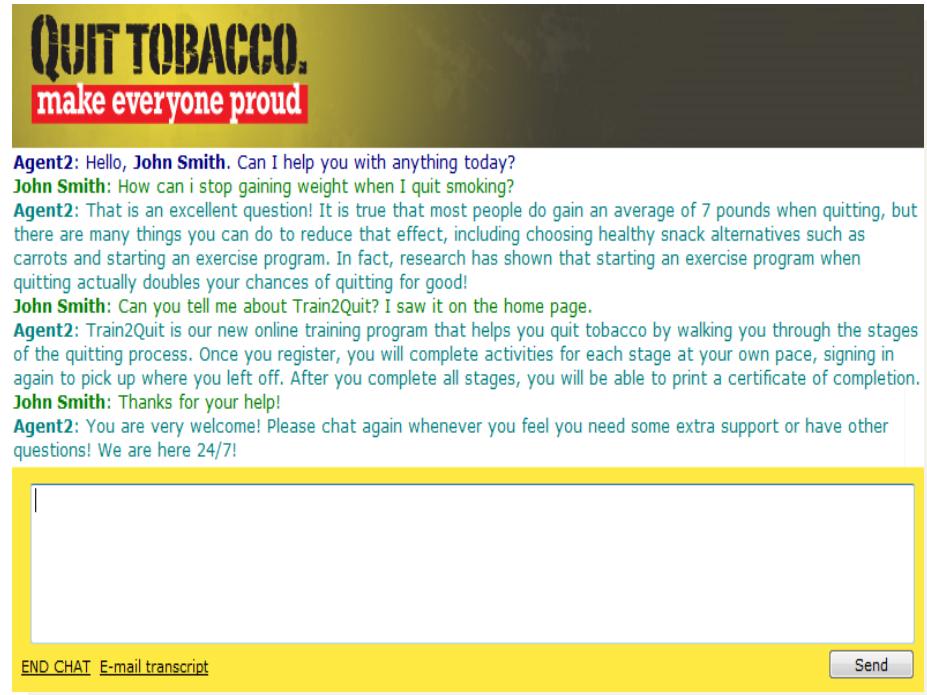


The screenshot shows the homepage of the Train2Quit website. At the top, there are links for 'Sign-In', 'My Account', and 'Register', along with a search bar and a 'SEARCH' button. Below this is a yellow header bar with the text 'QUIT TOBACCO. make everyone proud' and three social media icons. The main content area has a dark background with a yellow gradient on the left. The 'Train2QUIT' logo is prominently displayed. Below the logo, a text box states: 'Research shows that you are twice as likely to succeed in your attempt to quit using tobacco if you participate in a tobacco cessation program that includes support. Train2Quit is that program! From this program specially, you'll learn how to beat cravings, overcome weight gain, and get valuable information about nicotine replacement therapy. Other benefits include: • Confidential • Customized to your stage of the quit process • Self-paced • Online, live chat with expert coaches • FREE! • Certificate of completion'. There are 'Get started now.' and 'Welcome back!' buttons, along with 'REGISTER' and 'SIGN IN' buttons. At the bottom, there are links for 'ACCESSIBILITY', 'PRIVACY AND SECURITY POLICY', 'WEB SITE POLICIES', 'AWARDS', 'SITE MAP', 'USA.Gov', and 'eGov'. The page is noted as being last updated on 6/10/2010.



LIVE CHAT

- One-on-one real-time Live Chats.
- Staffed by trained tobacco Cessation Coaches.
- 24/7
16 access.



The screenshot shows a live chat window. At the top, there is a banner with the text "QUIT TOBACCO." in large, bold, black letters, and "make everyone proud" in a smaller, red, sans-serif font below it. The main chat area has a light gray background. A yellow bar at the bottom contains the text "END CHAT E-mail transcript" on the left and a "Send" button on the right. The chat transcript is as follows:

Agent2: Hello, John Smith. Can I help you with anything today?
John Smith: How can i stop gaining weight when I quit smoking?
Agent2: That is an excellent question! It is true that most people do gain an average of 7 pounds when quitting, but there are many things you can do to reduce that effect, including choosing healthy snack alternatives such as carrots and starting an exercise program. In fact, research has shown that starting an exercise program when quitting actually doubles your chances of quitting for good!
John Smith: Can you tell me about Train2Quit? I saw it on the home page.
Agent2: Train2Quit is our new online training program that helps you quit tobacco by walking you through the stages of the quitting process. Once you register, you will complete activities for each stage at your own pace, signing in again to pick up where you left off. After you complete all stages, you will be able to print a certificate of completion.
John Smith: Thanks for your help!
Agent2: You are very welcome! Please chat again whenever you feel you need some extra support or have other questions! We are here 24/7!

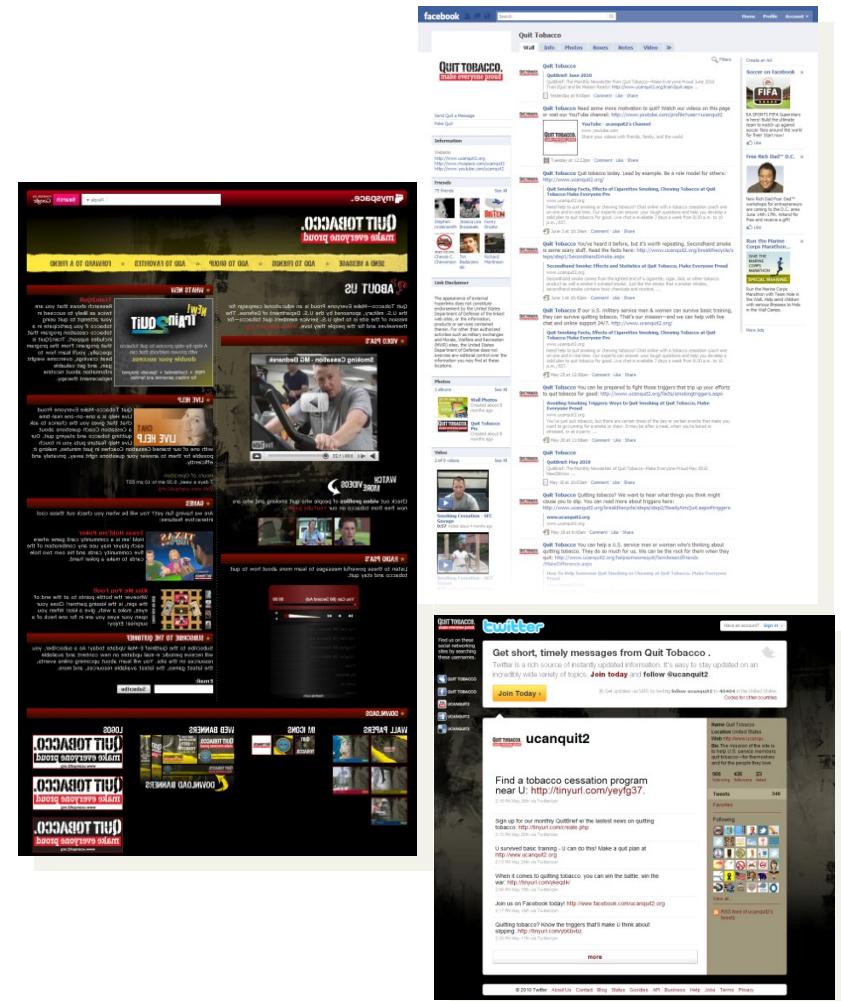
WEB 2.0 SERVICES

Mobile Text Messaging

- Emphasis: Use quit tobacco tools and resources at www.ucanquit2.org

Social Networking

- Facebook, MySpace, Twitter, YouTube.



The collage of screenshots illustrates the presence of the 'QUIT TOBACCO' campaign across multiple social media platforms:

- Facebook:** A Facebook page for 'QUIT TOBACCO' with posts about quit tobacco tools, success stories, and tips for quitting.
- Twitter:** A Twitter page for 'ucanquit2' with posts about quit tobacco tools, success stories, and tips for quitting.
- MySpace:** A MySpace profile for 'QUIT TOBACCO' with posts about quit tobacco tools, success stories, and tips for quitting.
- YouTube:** A YouTube channel for 'QUIT TOBACCO' with videos about quit tobacco tools, success stories, and tips for quitting.



CAMPAIGN MATERIALS

Multimedia



Promotional

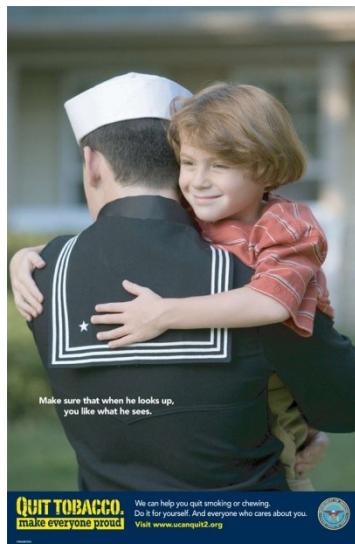
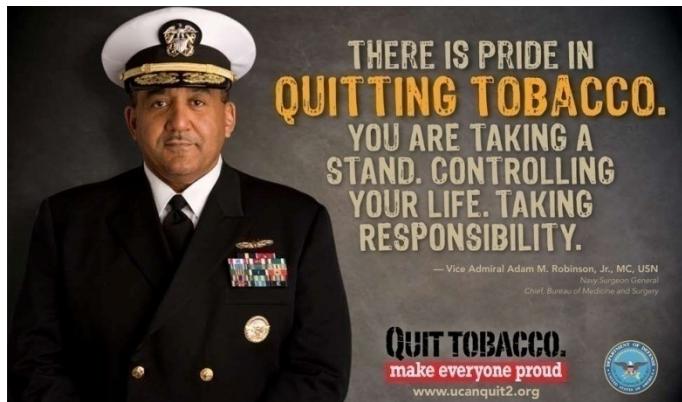


Print



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CAMPAIGN MATERIALS (Navy)

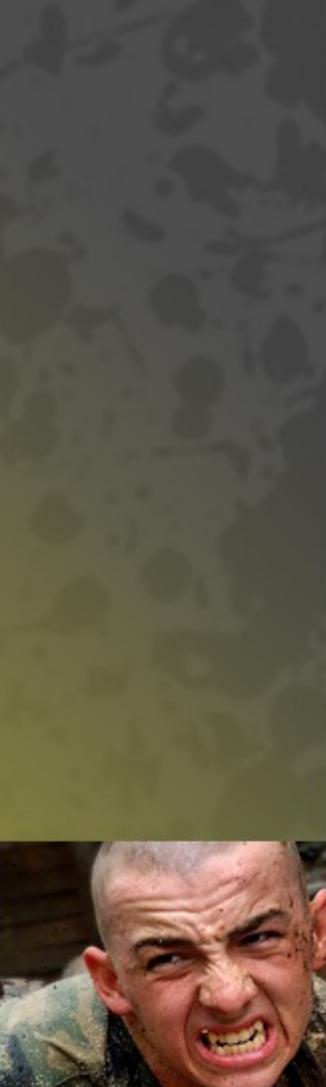




PARTNERSHIP OVERVIEW

Goal

Expand reach of campaign by developing strategic and tactical partnerships.



PARTNERSHIPS

Navy

- Naval Station Great Lakes—bootcamp & training
- Supporting smoke-free submarines & facilities
- Liberty Center promotions
- Graphics & content for print materials
- 300+ material orders sent to large CONUS/OCONUS commands, ships, and submarines



PARTNERSHIPS

Air Force

- Links, emails, articles on Air Force Portal
- Support & technical assistance to HAWCs
- Customized articles & print materials
- Message dissemination to HAWC via AF SGO
- Campaign materials sent to every AF HAWC

A vertical strip on the left side of the slide featuring a camouflage pattern.

PARTNERSHIPS

Army

- Train2Quit development & evaluation.
- Installation-level support & technical assistance.
- Army.mil articles & AKO embedding.
- Army-wide requests for materials fulfilled.
- Material orders sent to health professionals.





PARTNERSHIPS

Marine Corps

- 2010 Focus groups /formative evaluation of messages and materials.
- Semper Fit (SF) & Single Marine (SM) briefings.
- SM-and SF-targeted marketing.
- Campaign materials sent to Marine Corps health and wellness professionals.



PARTNERSHIPS

Coast Guard

- White Zone support: More than 60% of USCG without MTF access.
- Live Chat & Train2Quit.
- Health promotions briefings & campaign education.
- Development of senior leader posters, testimonials.
- Materials sent to USCG health promotions staff.



PARTNERSHIP SUMMARY

- Support for service-specific needs & initiatives.
- Ongoing dialogue & needs assessments.
- Dissemination of messages and materials (in response to partner needs).
- Campaign and cessation feedback & focus groups.
- Identification of new opportunities.



PUBLIC RELATIONS

PR & Media Outreach

- Support GASO, GASpO, and other events; promote Web site tools/services.
- Disseminate news releases, articles to military media.
- Targeted distribution of video and radio PSAs.
- Pitch materials to editors; build relationships.
- Provide source material to TRICARE for news stories, interviews.



ADVERTISING

Targeted Advertising

- Computer stations—Czee network.
- Place-based media buys—posters in gyms, banners, etc. (GASO, GASpO support).
- At-cost advertising in military exchanges.
- Those Who Serve TV news segment sponsorship.
- Flagship print ads.

ADVERTISING MATERIALS

**READY 2 QUIT
TOBACCO?**

Let us help you stay on track.



Go to www.ucanquit2.org and find out how to get your personal cessation coach.

Text UCAN to 35350

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U.S. DEPARTMENT OF DEFENSE
U.S. DEPARTMENT OF DEFENSE

U CAN pile up the cash and get more stuff when you quit tobacco.

When you're ready, we're here to help. www.ucanquit2.org

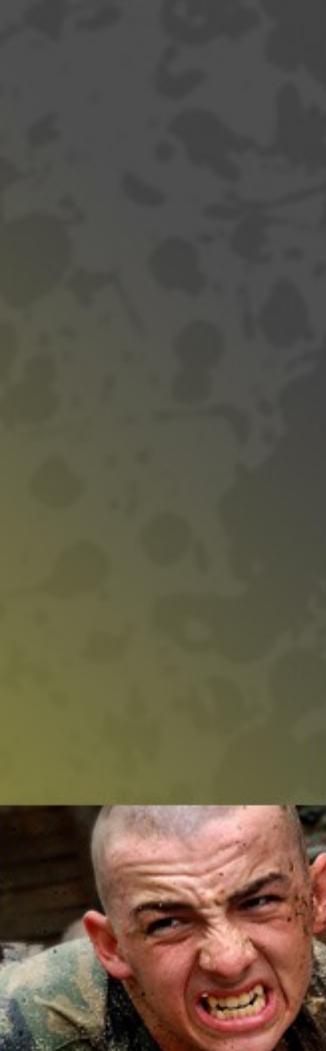


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PR & ADVERTISING MONITORING

- Search and capture clips.
- Track usage to identify papers that regularly use materials.
- Estimate value of articles & PSAs by calculating newspaper and radio ad costs.
- Track online advertising.

Evaluation: A Look at the Results



EVALUATION OVERVIEW

Goal

To measure increases in the knowledge of tobacco effects, in the awareness of the campaign, and the reach of the campaign through partnerships and promotion.

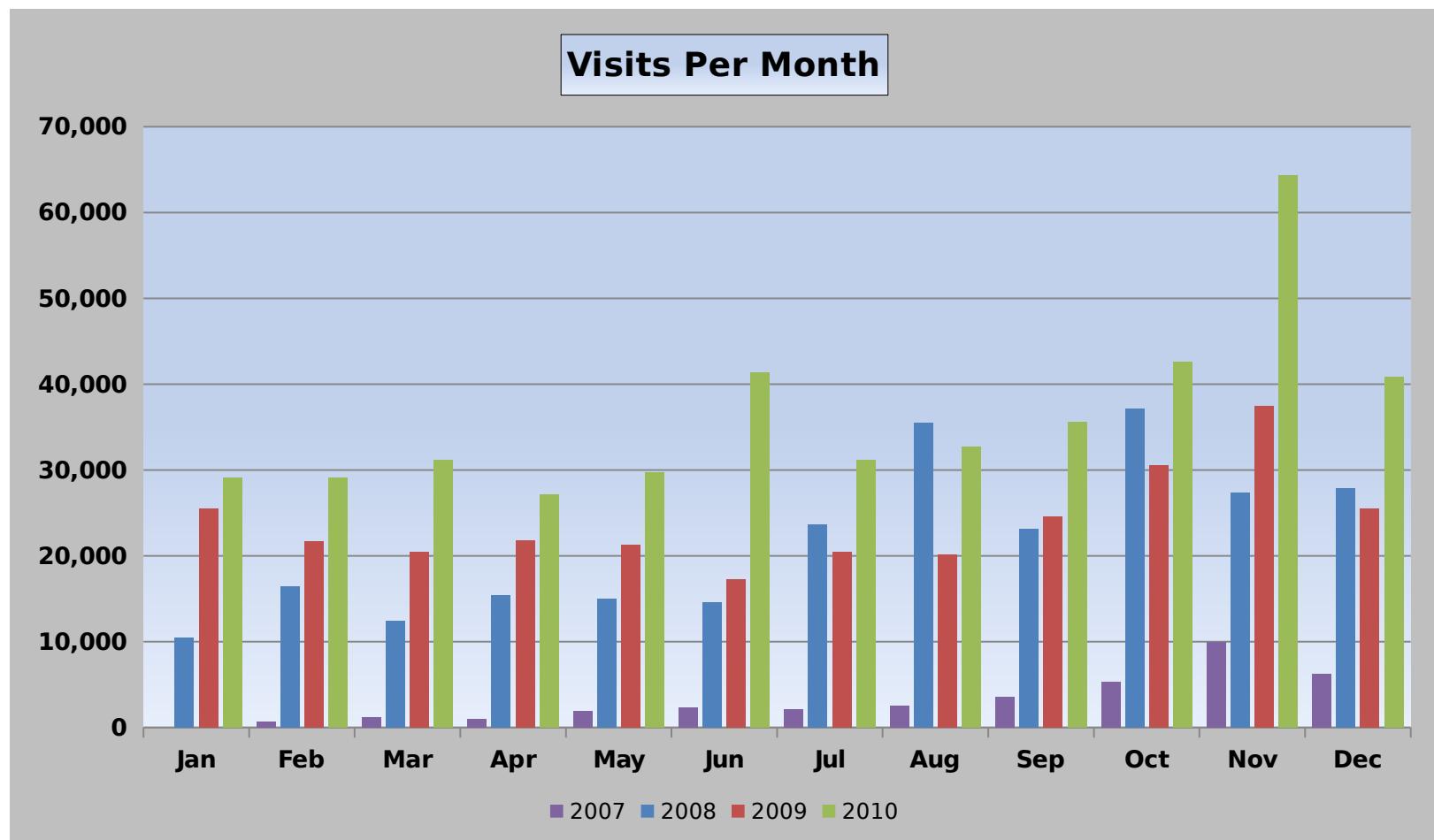
Metrics: Web site traffic, Live Chat numbers, Train2Quit program enrollments, campaign reach, and survey data.



EVALUATION HIGHLIGHTS

- **Train2Quit—Over** 2,400 enrollees to date, with promotions generating a 110% increase in enrollments.
- **Czee—**Splash page/banner viewed over 3.2 million times; Over 24,000 Czee referral visits to the Web site.

EVALUATION DATA: WEB VISITS





MATERIALS DISSEMINATION

- Over 200 installations have received materials.
- Over 120 Reserve, Guard, Coast Guard, and VA centers received materials.
- More than 480 health professionals requested materials.



What You Can Do

- Tell everyone you know who uses tobacco, to go to www.ucanquit2.org and enroll in Train2Quit.
- Go to www.ucanquit2.org to learn more about the available tools and resources.
- Organize an event/participate in GASpO.

Thank you!

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